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**Poster Analysis Worksheet**

1. What are the main colors used in the poster? Neutral colors – beige

2. What symbols (if any) are used in the poster? The Statue of Liberty, rainbow, prow of ship, cityscape in background and what appears to be immigrants in the foreground.

3. If a symbol is used, is it  
a. clear (easy to interpret)? Yes, Statue of Liberty evokes feeling of gratitude, freedom and patriotism for U.S.

b. memorable? Yes, I think immigrants will remember they need to do their partr to conserve food.  
c. dramatic? No, not in my opinion

4. Are the messages in the poster primarily visual, verbal, or both? Both. The visual focus on targeted audiences and written label reminds them to waste nothing.

5. Who do you think is the intended audience for the poster? Immigrants.

6. What does the Government hope the audience will do? Conserve food.

7. What Government purpose(s) is served by the poster? Support our allies/troops and the famine in Europe to prevent the overthrow of those governments which could lead to the spread of communism. Also, fire up the gratitude and patriotism of immigrants.

8. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? Yes, I believe it is but not due to unusual symbols but because the Statue of Liberty symbolizes the new land and opportunities.

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[](http://www.gilderlehrman.org/sites/default/files/content-images/09522.web_.jpg)<http://www.hoover.org/publications/hoover-digest/article/6135>)

“Food Will Win the War,” 1917